



Military Circle

Why This Strategy?

Medium Term Strategy (up to 10 Years) – Activate the space and re-energize the site with multi-tenanted office users

- Expands investment and jobs into the east side of the city and outside of downtown
- Will help to drive future development in the area

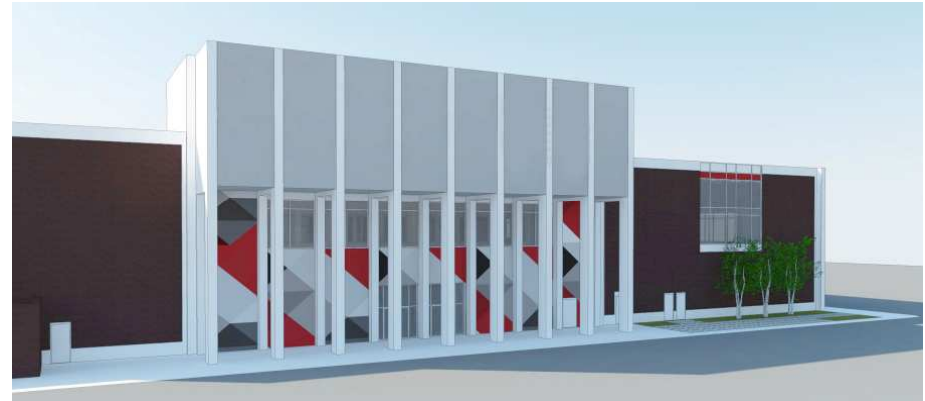
Longer Term Strategy – Bigger picture is inclusive of the mall and Military Highway Corridor, with an emphasis on stimulating additional commercial uses that fulfill the area's potential to become Norfolk's "midtown" district

Purchasing J.C. Penney- Why?

- EDA Purchased Building in December of 2014
- Control Future of Military Circle Area – “have a seat at the table”
- Strategic Investment - Assessed at \$9M – purchased for \$2.5M
- Control of approximately 15 acres in a strategic central location

J.C. Penney – Renovation Plan

- Creates an asset for the EDA
- Generates Income
- Generates Tax Revenue
- Activates the space and the Mall
- Revitalizes a deteriorating building



Former JC Penney Building

“First Major Opportunity”

Overview

- Approximately 88,000 sf (of 190,000 available) Operations Center
- 650+ employees immediately
- 250 employees additional over 36 months
- Average salary of \$50,000
- Company has an aggressive timeline to be moved in by late 2016 / early 2017



Next Steps

- Staff will continue to work with Torchlight (mall owner) to redevelop and re-brand the entire corridor
- Staff will continue to pursue state and federal funding for this project
- Public hearing and ordinance consideration